

## ABSTRACT OF THE DISCLOSURE

An online purchaser subscribes for substitute delivery address service with a delivery address service. The online purchaser provides the delivery address service with his/her mailing address. As part of the subscription service, the delivery address service provides the online purchaser with one or more substitute delivery addresses for use to engage in online purchase transaction. As a result, online businesses from which the online purchaser purchases goods attempt to deliver the purchases goods to the purchaser at the substitute delivery address or addresses. The delivery address service facilitates redirection and delivery of the purchased goods to the purchaser, thereby protecting the privacy of the purchaser's mailing address. In an alternate embodiment, the beneficiary may be another subscriber designated as recipient by the purchaser.